Amendments to the Claims:

1. (currently amended) In a beef cattle marketplace comprising a buyer interface, a producer interface, and a cattle information server, each of which is communicatively connected to a network, a method for marketing cattle comprising:

 receiving information defining a plurality of demand profiles at the cattle information server from the buyer interface, wherein at least one of the demand profiles specifies a first pre-conditioning program for a group of cattle, a pre-conditioning program comprising ~~any of numerous protocols or~~ criteria that govern the breeding, feeding, management, and health of cattle prior to slaughter;

 receiving information defining a supply profile for a group of cattle at the cattle information server from the producer interface, wherein the supply profile specifies a second pre-conditioning program for the group of cattle;

 verifying the supply profile by a veterinarian;

 comparing the supply profile to the plurality of demand profiles to determine whether a match exists between the supply profile and one of the demand profiles, based at least in part on a comparison of the first and second pre-conditioning programs; and

 providing an indication to one of the buyer interface and the producer interface of at least one matching demand profile in response to a match.

2. (original) The method of claim 1, further comprising generating a bid associated with at least one of the plurality of demand profiles.

3. **(canceled)**

4. (original) The method of claim 2, further comprising receiving an acceptance of a bid from the producer interface.

5. (currently amended) A system for dynamically marketing cattle comprising:

      a buyer interface;

      a producer interface;

      a network; and

      a cattle information server wherein the cattle information server is communicatively connected to the buyer interface and the producer interface through the network;

      wherein the cattle information server: receives information from the buyer interface defining a plurality of demand profiles, wherein at least one of the demand profiles contains information specifying a first pre-conditioning program, the first pre-conditioning program comprising any of numerous protocols or criteria that govern the breeding, feeding, management, and health of cattle prior to slaughter; receives information from the producer interface defining a supply profile, wherein the supply profile specifies a second pre-conditioning program, the second pre-conditioning program comprising ~~any of numerous protocols or~~ criteria that govern the breeding, feeding, management, and health of cattle prior to slaughter; stores the demand profiles and supply profile in a database; and searches the database to determine if one or more of the demand profiles match the supply profile based at least in part on a comparison of the first and second pre-conditioning programs; and identifies to one of the buyer interface and producer interface at least one demand profile in response to a match between the supply profile and the demand profile**, and wherein the producer interface is programmed with additional instructions to verify the supply profile by a veterinarian**.

6. (original) The system of claim 5, wherein the cattle information server further generates a bid associated with at least one of the plurality of demand profiles.

7. (original) The system of claim 6, wherein the bid generated by the cattle information server includes a bid price based at least in part on a non-fixed public index price.

8. (currently amended)   The system of claim 6, wherein the cattle information server **is programmed to accept** [[further accepts]] a bid using the producer interface.

9. (currently amended) In a beef cattle marketplace comprising a cattle information server and at least one interface, each of which is communicatively connected to a network, a method for tracking cattle production comprising:

receiving information defining a supply profile at the cattle information server from the interface, wherein the supply profile specifies a pre-conditioning program of an identified group of cattle, the pre-conditioning program comprising [[any of numerous protocols or]] criteria that govern the breeding, feeding, management, and health of cattle prior to slaughter;

verifying, by a **<u>veterinarian</u>** ~~third party~~, the pre-conditioning program of the identified group of cattle;

storing the supply profile of the identified group of cattle in a database associated with the cattle information server;

receiving information defining carcass characteristics of the identified group of cattle at the time of harvest from the interface;

storing the carcass characteristics of the identified group of cattle in a database associated with the cattle information server; and

correlating the carcass characteristics of the identified group of cattle with the supply profile.

10. (original) The method of Claim 9, further comprising identifying one of a geographic location and ownership identification of at least one animal selected from the identified group of animals.

11. (original) The method of Claim 9, further comprising storing a plurality of supply profiles and correlated carcass characteristics in a database and mining the database to determine patterns between the pre-conditioning program and at least one carcass characteristic.